

Attorney Docket # 4925-100

Serial No. 09/752,127  
Amtd. dated February 28, 2005  
Reply to Final Rejection dated December 29, 2005**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A propagated signal comprising:

a first information stream for consumption by a user, wherein said first information stream comprises:

content desired by the user; and

commercial content; and

a second information stream comprising a first portion for interaction with a user and a second portion comprising reward content for consumption by the user conditionally according to the user's response to the first portion;

wherein the user must substantially consume the commercial content in the first information stream in order to receive the reward content in the second information stream;

wherein the reward content is a portion of a reward entity, and a plurality of reward content collectively form a complete reward entity, so that to receive the complete reward entity a user must consume a plurality of associated commercial content.

2. (Previously Presented) The signal according to claim 1, wherein the first information stream is a discrete portion of a broadcast, and the second information stream is arranged so that interaction with the first portion takes a period of time at least substantially equal to the duration of the first information stream, whereby the user is induced to consume substantially the entire first information stream.

3. (Previously Presented) The signal according to claim 1, wherein the commercial content includes an advertisement, and the user is induced to continue consumption of the first information stream, thereby consuming the advertisement, in order to receive the reward content in the second information stream.

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4. (Original) The signal according to claim 3, wherein the second information stream is arranged so that interaction with the first portion takes a period of time at least substantially equal to the duration of the advertisement.

5. (Canceled)

6. (Currently Amended) The signal according to claim 1 [~~§~~], wherein the reward entity is an audio entity.

7. (Currently Amended) The signal according to claim 1 [~~§~~], wherein the reward entity is a video entity.

8-9. (Canceled)

10. (Previously Presented) The propagated signal of claim 1, wherein the first information stream is transmitted via a first medium, and the second information stream is transmitted via a second medium.

11. (Currently Amended) A method of broadcasting to consumer equipment, comprising the steps of:

transmitting to consumer equipment a first information stream for consumption by a user,

wherein said first information stream comprises:

content desired by the user; and

commercial content; and

transmitting to consumer equipment a second information stream comprising a first portion for interaction with a user and a second portion comprising reward content for consumption by the user conditionally according to the user's response to the first portion;

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wherein the user must substantially consume the commercial content in the first information stream in order to receive the reward content in the second information stream;  
wherein the reward content is a portion of a reward entity, and a plurality of reward content collectively form a complete reward entity, so that to receive the complete reward entity a user must consume a plurality of associated commercial content.

12. (Previously Presented) The method according to claim 11, wherein the first information stream is a discrete portion of a broadcast, and the second information stream is arranged so that interaction with the first portion takes a period of time at least substantially equal to the duration of the first information stream, whereby the user is induced to consume substantially the entire first information stream.

13. (Previously Presented) The method according to claim 11, wherein the commercial content includes an advertisement, and the user is induced to continue consumption of the first information stream, thereby consuming the advertisement, in order to receive the reward content in the second information stream.

14. (Original) The method according to claim 13, wherein the second information stream is arranged so that interaction with the first portion takes a period of time at least substantially equal to the duration of the advertisement.

15. (Canceled)

16. (Currently Amended) The method according to claim 11 [45], wherein the reward entity is an audio recording.

17. (Currently Amended) The method according to claim 11 [45], wherein the reward entity is a video entity.

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## 18-19. (Canceled)

20. (Currently Amended) The method according to claim 11 [+8], further comprising the steps of:

storing each of said plurality of reward content; and  
combining all of said plurality of reward content to form the complete reward entity.

21. (Previously Presented) The method of claim 11, wherein the first information stream is transmitted via a first medium, and the second information stream is transmitted via a second medium.

## 22. (Currently Amended) A broadcasting system comprising:

a transmitter for transmitting:

a first information stream for consumption by a user, wherein said first information stream comprises:

content desired by the user; and  
commercial content; and

a second information stream comprising a first portion for interaction with a user and  
a second portion comprising reward content for consumption by the user; and

a consumer equipment for:

receiving and presenting the first information stream to a user,

receiving and presenting the first portion of the second information stream to the  
user, and

receiving and presenting the reward content to the user conditionally according to the  
user's response to the first portion;

wherein the user must substantially consume the commercial content in the first information stream in order to receive the reward content in the second information stream;

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wherein the reward content is a portion of a reward entity, and a plurality of reward content collectively form a complete reward entity, so that to receive the complete reward entity a user must consume a plurality of associated commercial content.

23. (Previously Presented) The broadcasting system according to claim 22, wherein the first information stream is a discrete portion of a broadcast, and the second information stream is arranged so that interaction with the first portion takes a period of time at least substantially equal to the duration of the first information stream, whereby the user is induced to consume substantially the entire first information stream.

24. (Previously Presented) The broadcasting system according to claim 22, wherein the commercial content includes an advertisement, and the user is induced to continue consumption of the first information stream, thereby consuming the advertisement, in order to receive the reward content in the second information stream.

25. (Original) The broadcasting system according to claim 24, wherein the second information stream is arranged so that interaction with the first portion takes a period of time at least substantially equal to the duration of the advertisement.

26. (Canceled)

27. (Currently Amended) The broadcasting system according to claim 22 [26], wherein the reward entity is an audio entity.

28. (Currently Amended) The broadcasting system according to claim 22 [26], wherein the reward entity is a video entity.

29. (Canceled).

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30. (Currently Amended) The broadcasting system according to claim 22 [29], wherein the consumer equipment further comprises:

recording means for recording each of said plurality of reward content; and  
combining means for combining all said reward content into a complete reward entity.

31. (Previously Presented) The broadcasting system according to claim 22, wherein the transmitter transmits the first information stream via a first medium, and the transmitter transmits the second information stream via a second medium.

32. (Canceled)

33. (Currently Amended) A set-top box for:

receiving a first information stream containing content desired by a user and commercial content and presenting the first information stream on a receiving monitor;  
receiving a second information stream containing a first portion specifying interaction with a user and a second portion containing reward content;  
prompting the user to perform the specified interaction; [and]  
capturing the reward content conditionally according to the user's response to said prompting;  
storing the captured reward content, and  
combining a plurality of stored reward content to form a complete reward entity;  
wherein the user must substantially consume the commercial content in the first information stream in order to receive the reward content in the second information stream.

34. (Canceled)

35. (Currently Amended) A handset for:

receiving a first information stream containing content desired by a user and commercial content and presenting the first information stream to a user;

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receiving a second information stream containing a first portion specifying interaction with the user and a second portion containing reward content; prompting the user to perform the specified interaction; and capturing the reward content conditionally according to the user's response to said prompting; wherein the user must substantially consume the commercial content in the first information stream in order to receive the reward content in the second information stream; and wherein the reward content is a portion of a reward entity, and a plurality of reward content collectively form a complete reward entity, so that to receive the complete reward entity a user must consume a plurality of associated commercial content.

36. (Original) The handset according to claim 35, adapted to receive information streams from at least one of general packet radio service (GPRS), Universal Mobile Telecommunications System (UMTS), and Internet transmission media

37. (Currently Amended) Broadcast reception apparatus comprising:  
a set-top box for receiving a first information stream containing content desired by a user and commercial content and presenting the first information stream on a receiving monitor; second receiving means for receiving a second information stream containing a first portion specifying interaction with a user and a second portion containing reward content; prompting means for prompting the user to perform the specified interaction; and a handset for capturing the reward content conditionally according to the user's response to said prompting;  
wherein the user must substantially consume the commercial content in the first information stream in order to receive the reward content in the second information stream; and wherein the reward content is a portion of a reward entity, and a plurality of reward content collectively form a complete reward entity, so that to receive the complete reward entity a user must consume a plurality of associated commercial content.

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38. (Previously Presented) The apparatus according to claim 37, wherein the second receiving means is incorporated in the set-top box.

39. (Previously Presented) The apparatus according to claim 37, wherein the second receiving means is incorporated in the handset.

40. (Previously Presented) The apparatus according to claim 37, wherein the prompting means is incorporated in the set-top box.

41. (Previously Presented) The apparatus according to claim 37, wherein the prompting means is incorporated in the handset.

42. (Original) The apparatus according to claim 37, wherein the handset is adapted to receive information streams from at least one of general packet radio service (GPRS), universal mobile telecommunications system (UMTS), and internet transmission media.

43-44. (Canceled)

45. (Previously Presented) The signal according to claim 1, wherein the user is prompted for a response according to the first portion of the second information stream while being presented with the commercial content of the first information stream.

46. (Previously Presented) The method according to claim 11, wherein the user is prompted for a response according to the first portion of the second information stream while being presented with the commercial content of the first information stream.

47. (Previously Presented) The broadcasting system according to claim 22, wherein the user is prompted for a response according to the first portion of the second information stream while being presented with the commercial content of the first information stream.

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48. (Previously Presented) The set-top box according to claim 33, wherein the user is prompted for a response according to the first portion of the second information stream while being presented with the commercial content of the first information stream.

49. (Previously Presented) The handset according to claim 35, wherein the user is prompted for a response according to the first portion of the second information stream while being presented with the commercial content of the first information stream.

50. (Previously Presented) The apparatus according to claim 37, wherein the user is prompted for a response according to the first portion of the second information stream while being presented with the commercial content of the first information stream.

51-82. (Canceled)